

Serial No. 10/624,898
Amendment dated February 13, 2006
In Reply of Office Action dated October 11, 2005

R E M A R K S

The Office Action dated October 11, 2005 has been received and its contents carefully noted.

In view of the foregoing amendments and following representations, reconsideration and allowance are requested.

Examiner Pascua is thanked for the courtesies extended undersigned counsel during the telephone interview of February 8, 2006.

During that February 8, 2006 telephone interview, the prior art of record was discussed, as well as the amendment of claim 1. Further, Applicant's representative pointed out the differences between the claimed invention and the prior art, such as U.S. Patent No. 3,159,329 to Hiersteiner.

Examiner Pascua indicated that the proposed amended claim 1 appeared to define over Hiersteiner, yet that further consideration and search would be required. Hence, no Amendment After Final would be entered. Thus, applicant would have to

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appeal or file a Request for Continued Examination. No final agreement as to patentability was reached.

As to the Office Action in detail, please note the following.

To overcome the rejection of the claims as being taught by U.S. Patent No. 3,159,329 to Hiersteiner, independent claim 1 has been amended to further define thereover.

For example, Hiersteiner would have lacked at least applicant's particularly claimed features of claim 1, for example, that applicant's claimed inline produced advertising packet includes (emphasis added):

a) two superposed and spaced rectangular outer wrap envelope panels each taken from one of two adjacent half repeat sections of an inline printed common repeat on a **first** web,

[...]

c) a plurality of insert paper sheets being disposed between and within the periphery of the two rectangular outer wrap envelope panels, ~~and~~ occupying in common the printed common repeat of the two rectangular outer wrap envelope panels, **and the plurality of insert paper sheets being taken from the first web;**

[...]

e) **additional** rectangular insert

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paper sheets from a second web being provided;

f) the additional rectangular insert paper sheets from the second web being disposed adjacent to the plurality of insert paper sheets from the first web and substantially free of adhesive, and adjacent to and between the two rectangular outer wrap envelope panels from the first web and substantially free of adhesive,

Applicant's novel and unobvious advertising packet has, and is specifically claimed as including, various sheets which can be provided adjacent to each other, as well as insert sheets from the first web and from the second web, and none of which would have been taught by Hiersteiner.

Applicant has thus claimed not only the claimed plurality of insert paper sheets from a first web provided adjacent each other and substantially free of adhesive, but also the provision of additional rectangular insert paper sheets from a second web which are provided adjacent to each other adjacent to and between the two rectangular outer wrap envelope panels from the first web.

Hiersteiner on the other hand, teaches only the providing of dollar bills, for example, inside a return envelope, and

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which dollar bills have no relation to the first or second claimed webs from which the outer wrap panels and two types of inserts from the first claimed web and the second claimed web, respectively, are provided.

To reduce the number of issues, some of the elected and nonelected claims have been cancelled.

In sum, the application is submitted to be in condition of allowance with at least elected and examined claims 1, 2, 3, 8, 9, and 32. Claim 1 is in independent form.

Nonelected claims 4 - 7 and 15-19 are now likewise submitted to be allowable along with amended allowable claim 1.

This Amendment is being filed with a Request for Continued Examination to ensure entry, along with the required fee.

Attached is a check in the amount of \$60.00 (small entity) for a one-month extension of time.

It is believed that no additional fee is due. Should that determination be incorrect, Examiner Pascua is hereby authorized to charge any deficiencies to our Deposit Account No. 19-2105 and notify the undersigned in due course.

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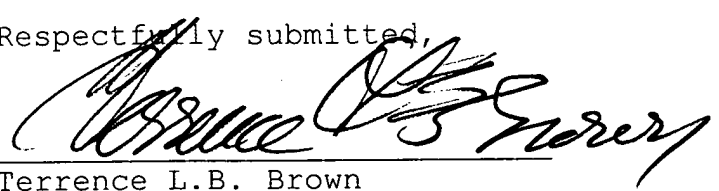
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Should any outstanding formal matters or other issues remain, Examiner Pascua is requested to telephone Terrence Brown at (703) 684-5600 to resolve such.

Respectfully submitted,

Date:

February 13, 2006


Terrence L.B. Brown
Attorney for Applicant
Reg. No. 32,685

SHLESINGER, ARKWRIGHT & GARVEY LLP
1420 King Street
Alexandria, Virginia 22314
(703) 684-5600
sb